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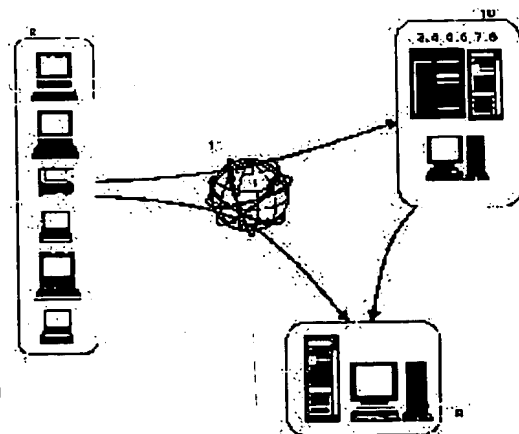
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) ADVERTISEMENT SYSTEM USING QUESTION SYSTEM

)Abstract:

PROBLEM TO BE SOLVED: To surely attain advertisement effect by giving pleasure for solving a quiz and pleasure for obtaining a commodity to a user and letting the user to surely view the web site of an advertisement advertiser.

SOLUTION: A question is displayed on a web page in accordance with an access from a user personal computer 2 through internet 1. Answer data outputted from the user personal computer 2 and individual information data of a user making a response are recorded in an answer information data base 4. Answer data recorded in the answer information data base 4 is compared with right answer data and an answer selector 5 selects answer data of the right answer. A random extractor 6 extracts randomly a prize winner from users inputting correct answer data of the correct answer. A prize winner notifying unit 7 informs all responders or winners of a winner or a winner notice by an electronic mail or announces the winner list on a web page.



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AIMS

aim(s)]

aim 1] The question database for displaying the question equipped with the reply column on the web page corresponding to access from the user personal computer through the Internet, The reply information database for storing the individual humanity news data containing the reply data inputted into the reply column from the user personal computer, and the general-purpose individual humanity news data of the user who answers, The reply selector sorting out the reply data of a correct answer for the reply data recorded on the reply information database as compared with correct answer data, The random sampling machine for extracting a successful candidate at random out of the user who inputted the reply data of a correct answer, It consists of notice machines of success in an election for an electronic mail to inform all respondents or a successful candidate of a successful candidate list or the notice of success in an election. The advertising system using the question format characterized by preparing the hint carbon button for clicking the website of the advertising delivery-of-the-manuscript person server which offers the answer or hint of this question access in the question displayed on said web page.

aim 2] The advertising system using the question format according to claim 1 characterized by to have further a notice machine of click information for the click information data which show having click the hint carbon button under question to a reply information database to be record as one of the individual humanity news data , and notify the count of click , and a user general-purpose individual humanity news data which clicked based on these click information data to the advertising delivery of the manuscript person server of the hint carbon button concerned .

aim 3] According to access from the user personal computer through the Internet, a question offer server carries out a problem setting-setup from a question database, and the question is indicated by setting a problem on a web page. The individual humanity news data containing the reply data from the user personal computer to the displayed this question and the general-purpose individual humanity news data of the user who answers are recorded on a reply information database, respectively. After an application term expires, a question offer server collates with correct answer data the reply data recorded on the reply information database, and sorts out a correct answer person. It is the term which performs a successful candidate's random sampling out of this correct answer person, and notifies a successful candidate list or the notice of success in an election with an electronic mail to all respondents or a successful candidate. The advertising system using the question format characterized by making the website of an advertising delivery-of-the-manuscript person server access by clicking the hint carbon button prepared in the question by which it is indicated by setting a problem on said web page, and the answer or hint of this question being able to come to hand in real time.

aim 4] It is an advertising system using the question format according to claim 3 characterized by for the click information data in which having clicked the hint carbon button under question is shown to be recorded on a reply information database as one of the individual humanity news data, and for a question offer server to notify the count of a click, and a user's general-purpose individual humanity news data which clicked based on the recorded click information data to the advertising delivery-of-the-manuscript person server of the hint carbon button concerned.

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TAILED DESCRIPTION

Detailed Description of the Invention]

[01] Field of the Invention] This invention relates to the system for advertising effectively especially on the website of a question format about the system for advertising on the Internet website.

[02] Description of the Prior Art] The means which advertises by leading a user to the server of an advertising delivery-of-the-manuscript person is known by preparing banner advertising in a web page and clicking the banner as an advertisement in the Internet website.

[03] Although performed by making it display on a web that an attractive banner lengthens a user's interest with such advertising means, since it was lacking in necessity, it was relatively difficult to click and get a banner from a user. Moreover, the present condition is disliked by the user in order that access to the website to wish may take excessive amount, although banner advertising's is performed with more complicated forms, such as an animation and music, in order to make it a more attractive banner, and it is **. Since the advertising rate paid to a web management server by the count of a click of a banner is determined, in addition, in some webs To what is going to aim at the increment in the amount of a click (namely, increment in advertising revenue) when whether it is the banner which accesses whether it is a banner of the web at the server of an advertising delivery-of-the-manuscript person puts a banner in order in an unclear form, a certain sake, The effect of advertising is made hard to cause a user's feeling of dislike and suspicion over a banner, and to raise.

[04] Problem(s) to be Solved by the Invention] The purpose of this invention is by giving necessity about clicking the hint button linked to the server of an advertising delivery-of-the-manuscript person, and seeing the website of an advertising delivery-of-the-manuscript person to offer the system which can lift an effect of advertising certainly while being able to give a user the pleasure which solves quiz, and the pleasure which obtains a prize.

[05] Another purpose of this invention is to offer the system which can obtain how many users not only visited one's website but general-purpose individual humanity news, such as age of the user who looked at the website, sex, and an occupation, for an advertising delivery-of-the-manuscript person.

[06] Means for Solving the Problem] The advertising system using the question format by this invention The question database for displaying the question equipped with the reply column on the web page corresponding to access from the user personal computer through the Internet, The reply information database for recording the individual humanity news data containing the reply data inputted into the reply column from the user personal computer, and the general-purpose individual humanity news data of the user who answers, The reply selector for comparing the reply data and correct answer data which were recorded on the reply information database, and sorting out the reply data of a correct answer, It consists of a random sampling machine for extracting a successful candidate at random out of the user who inputted the reply data of a correct answer, and a notice machine of success in an election for an electronic mail to inform all respondents or a successful candidate of a successful candidate list or the notice of success in an election. The hint button for making the website of the advertising delivery-of-the-manuscript person server which offers the answer or hint of the question access is prepared in the question displayed on a web page.

[07] In here, as long as the contents of the question displayed on a web page are equipped with the format which a user answers to a question at least, what kind of contents are sufficient as them. Therefore, not only a problem like the quiz which a problem is displayed [quiz] and makes the answer answer, or a puzzle but the various questionnaires that can answer by seeing the website of an advertising delivery-of-the-manuscript person preferably) of "what color

color of a car body likes", whether "whether you to think that magnitude is handy", etc. can be included. Moreover, L of banner advertising of the banner which could use anythings when it was the thing of a format which can lead a r to the website of an advertising delivery-of-the-manuscript person by clicking it, for example, was made to link to website of an advertising delivery-of-the-manuscript person, an icon, and an advertising delivery-of-the-manuscript son, and the website of an advertising delivery-of-the-manuscript person etc. can be used for the hint carbon button played on a web page.

08] A question offer server carries out an a problem setting-setup from a question database according to access from user personal computer through the Internet, and indicates the question by setting a problem on a web page. The individual humanity news data containing the reply data from the user personal computer to the displayed question and general-purpose individual humanity news data of the user who answers are recorded on a reply information database, respectively. After an application term expires, a question offer server collates with correct answer data the ly data recorded on the reply information database, sorts out a correct answer person, and performs a successful didate's random sampling out of this correct answer person. To all respondents or a successful candidate, an tronic mail notifies a successful candidate list or the notice of success in an election. Since the hint carbon button for king the website of the advertising delivery-of-the-manuscript person server which provides with the answer or hint his question the question by which it is indicated by setting a problem access is prepared on the web page, in order a user to reply to a question, it will go to see the website of an advertising delivery-of-the-manuscript person server vitably.

09] The advertising system using the question format by this invention can record the click information data in ich it is shown that the hint carbon button under question in a reply information database was clicked as one of the individual humanity news data, and can also be further equipped with the notice machine of click information for ifying the count of a click, and a user's general-purpose individual humanity news data which were clicked based on se click information data to the advertising delivery-of-the-manuscript person server of the hint carbon button icerned.

10] The click information data in which having clicked the hint carbon button under question is shown are recorded a reply information database as one of the individual humanity news data. In order to notify the count of a click, and ser's clicked general-purpose individual humanity news data to the advertising delivery-of-the-manuscript person ver of the hint carbon button concerned based on the recorded click information data, For an advertising delivery-of-manuscript person, it not only gets to know how many persons only visited one's website, but it can obtain general-pose individual humanity news, such as a user's age, sex, and an occupation.

11] [Embodiment of the Invention] The advertising system using the question format by the example of this invention The question database 3 for displaying a question on a web page according to access from the user personal computer 2 ough the Internet 1, as shown in drawing 1 and 2, The reply information database 4 for recording the reply data utted from the user personal computer 2, and the individual humanity news data of the user who answers, The reply ector 5 for sorting out the reply data of a correct answer for the reply data recorded on the reply information database s compared with correct answer data, The random sampling machine 6 for extracting a successful candidate at dom out of the user who inputted the reply data of a correct answer, The notice machine 7 of success in an election an electronic mail to inform all respondents or a successful candidate of a successful candidate list or the notice of ccess in an election, It consists of notice machines 8 of click information for notifying the data based on the click ormation data of the hint carbon button mentioned later to the advertising delivery-of-the-manuscript person server responding to the hint carbon button concerned.

12] The web page has the question column for displaying a question, the reply column for a user to input the reply of uestion, and the input column for inputting the individual humanity news of the user who answers. According to a mber, the contents, a class, etc. of question, it can select suitably about physical relationship, each mode, etc. of the uestion column, the reply column, and the individual column. On the other hand, at least one question is created using eneral common sense from the contents which cannot be dispelled or the contents which cannot be answered, and the ntents which dispel for the first time or can more specifically be answered by seeing the website of the advertising ivery-of-the-manuscript person server 9. And the hint carbon button for making the website of the advertising ivery-of-the-manuscript person server which offers an answer or a hint access is arranged in the question column ich carried the question of such contents, or its near. The individual column is constituted so that the individual manity news containing general-purpose individual humanity news required to grasp the inclination of respondents, h as age, sex, and an occupation, other than specific individual humanity news required to issue the notice of success an election of a user's identifier, the address, an e-mail address, the telephone number, etc., or send a prize may be

itted.

[13] If the website of the question offer server 10 has access from the user personal computer 2 through the Internet shown in drawing 3 (S1-1), as for the question offer server 10, a Cookie setup will be required (S1-2), and the user personal computer 2 will answer a Cookie setup (S1-3). If Cookie is acquired (S1-4), a question offer server will carry out a problem setting-setup from the question database 3, and will indicate the question by setting a problem on a page (S1-5) (S1-6). Although a user performs a reply from the user personal computer 2 to the displayed question when it is the contents which dispel for the first time or can be answered when a question looks at the website of the advertising delivery-of-the-manuscript person server 9, If a user accesses the website of an advertising delivery-of-the-manuscript person server (S1-7) and an answer or a hint comes to hand by clicking the hint carbon button prepared in question column (S1-8), he will have returned and will write reply data in the reply column (S1-9). When a user clicks a hint carbon button (S1-7), the question offer server 10 records it as click information data (S1-10). After completing the activity from an a problem setting-setup (S1-5) to a reply data input (S1-9) to the last problem and completing a reply of the user to all questions, a user writes individual humanity news data in the input column (S1-11), registers reply data and individual humanity news data into the reply information database 4 (S1-12).

[14] If an application period passes, as shown in drawing 4, it points to web manager 10a of the question offer server so that lottery processing may be performed to the reply selector 5 (S2-1), and the reply selector 5 will collate with correct answer data the reply data recorded on the reply information database 4, and will sort out a correct answer person (S2-2). It depends random sampling machine 6 out of this correct answer person, and a successful candidate is selected at random (S2-3), and from the notice machine 7 of success in an election, a successful candidate list is created to the notice of success in an election, and/or all respondents to a successful candidate, and it notifies by E-mail (S2-4) (S2-5). The elected user who reached and received/or a notice accesses the successful candidate list ranking of a question offer server (S2-6), performs check of being a successful candidate, assignment of the premium acquisition approach, etc., and receives a premium.

[15] In order to reply to the above-mentioned question, when a user clicks a hint carbon button, as shown in drawing 5, the click information data about which user clicked which hint carbon button are recorded on the reply information database 4 as one of the individual humanity news data (S3-1). It is totaled periodically (S3-2) and click information data are notified to the advertising delivery-of-the-manuscript person server 9 as marketing data (S3-3). This marketing data consists of the count of a click and time of the corresponding hint carbon button, and a user's clicked general-purpose individual humanity news, and thereby, since an advertising delivery-of-the-manuscript person can know what kind of user layer visited one's website while he pays the charge of advertising printing according to the count of a click on a question offer server, he can use it for marketing.

[16] Drawing 6 -11 are a practical flow chart about the reply processing in the advertising system mentioned above, reply registration processing, member registration processing, correct answer person extract processing, successful candidate extract processing, and click information processing, respectively.

[17] As shown in drawing 6, first, the reply processing P1 displays web question initiation screen P1-1 on the webpage of the question offer server 10, and performs inquiry P1-2 of "whether to reply to a question." At this time, if a user chooses "No", it will shift to web question end screen P1-2-1, and question offer service will be ended. On the other hand, if "Yes" is chosen, after setting P1-3 of Cookie are performed, it will shift to change P1-4 of "whether to be the last problem." Usually, since it is the first problem for a user at this time, it is set to "No", and a problem setting-setting P1-5 are performed, and it shifts to web question reply screen P1-6. If a reply in a web question reply screen is performed, it will return to inquiry P1-4. This sequence from inquiry P1-4 to web question reply screen P1-6 is repeated until a reply is performed to the last problem. In here, when a problem setting-setting P1-5 are performed and there is a hint or answer about the question, please care about that the hint carbon button for accessing the website of the advertising delivery-of-the-manuscript person who offers it is displayed on web question reply screen P1-6. When a user clicks a hint, after he clicks this hint carbon button, visits the website of an advertising delivery-of-the-manuscript person and receives a hint (P1-7), he will return to web question reply screen P1-6, and will continue a reply. If the reply to the last problem is performed, it will be set to "Yes" by inquiry P1-4, and will shift to the reply registration processing P2.

[18] As shown in drawing 7, first, the reply registration processing P2 displays respondent database registration planation screen P2-1, and performs inquiry P2-2 of "whether to register with a respondent database." If "No" is chosen here, it will shift to web question end screen P2-2-1, and question offer service will be ended. If "Yes" is chosen, respondent database registration screen P2-3 will be displayed, and inquiry P2-4 of "whether to be the member finishing / registration" will be performed. When a user is the member, since "Yes" is chosen, member ID input-screen P2-5 are displayed. If ID and a password are entered, the check (P2-6) of member ID / password will be

formed by what (P2-6-1) a member database is referred to for, and it will shift to change P2-7 of "whether password is the rights" by it. When judged as "NG" in change P2-7, reinput of return, ID, and a password and a click are repeated by member ID input-screen P2-5. If judged as "O.K." by change P2-7, after registering a reply into a registration member database (P2-8), Thanks screen (termination) P2-9 will be displayed and question offer service will ended. On the other hand, in the case of a non-member, since "No" is chosen in inquiry P2-4, it shifts to the member registration processing P3.

19] If the member registration processing P3 performs inquiry P3-1 of "whether to carry out member registration" as shown in drawing 8, and "Yes" is chosen After displaying member registration information input-screen P3-2 and registering a need matter into a member database (P3-3), a reply is registered into a registration member database (P2-8). Thanks screen (termination) P2-9 are displayed, and question offer service is ended. if "No" is chosen by inquiry P3-1, non-member database registration screen P3-2 -- after displaying -1, asking for the input of a need matter, completing them, and registering a reply into a non-member database (P2-8-1), Thanks screen (termination) P2-9 are displayed and question offer service is ended.

20] the correct answer person extract processing P4 is shown in drawing 9 -- as -- web manager screen P4-1 -- the output of a correct answer extraction condition -- carrying out (P4-2) -- a correct answer extraction condition -- following registration member and the non-member reply database P -- 4-3-1 and P -- out of 4-4-1, a correct answer person is selected out, respectively and is extracted (P4-3 and P4-4). Subsequently, after writing the data about these correct answer persons in a correct answer person extract database (P4-5), the successful candidate extract processing P5 is started.

21] The successful candidate extract processing P5 inputs lottery conditions by lottery condition input-screen P5-1, shown in drawing 10 (P5-2). According to lottery conditions, a successful candidate is extracted at random out of all correct answer persons currently recorded on correct answer person extract database P5-3-1 (P5-3). the lottery result is the gestalt of a successful candidate list, Rankine grist, the list for an e-mail notice, etc. -- creating (P5-4) -- a web page top -- notifying (P5-5-1) -- the notice of success in an election is sent to a successful candidate by E-mail (P5-5).

22] In order for the hint or answer of a question mentioned above to come to hand, when a hint carbon button is clicked, when registering a reply into a registration member and a non-member reply database, which hint carbon button (P2-8 and P2-8-1), and] having been clicked how many times and click information data are registered together, and, for this click information data, the following click information processing P6 is performed.

23] If click information processing conditions are inputted from click information processing screen P6-1 as shown in drawing 11 (P6-2) The general-purpose individual humanity news of the respondent corresponding to the click information data and it corresponding to click information processing conditions, For example, **s, such as age, sex, and an occupation, are extracted from a registration member and a non-member reply database, respectively (P6-3 and P6-3-1), an advertising delivery-of-the-manuscript person is notified of the click information data and general-purpose individual humanity news which were extracted (P6-4), and they are used as marketing information.

24] [Effect of the Invention] While being able to acquire the pleasure that solve quiz or a user replies to a questionnaire by clicking the website of a question using the Internet according to this invention Can also have the pleasure that a premium can come to hand and, on the other hand, the advertising delivery-of-the-manuscript person who advertises on the website By preparing the hint carbon button for making the website of the advertising delivery-of-the-manuscript person server which provides with the answer or hint of the question the question displayed on a web page access It can reduce the necessity that a user accesses the website of an advertising delivery-of-the-manuscript person server, and, thereby, the effect of advertising to a user can be heightened.

25] Moreover, since a respondent surely registers his individual humanity news into a question offer server in order to get a premium, an advertising delivery-of-the-manuscript person can also know a user's clicked general-purpose individual humanity news, and, thereby, he not only gets to know the count which clicked the hint carbon button linked to its server, but can know an effect of advertising more concretely.

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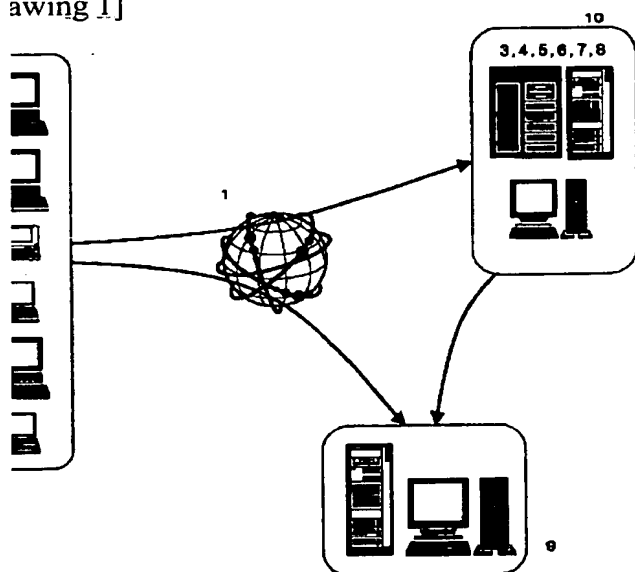
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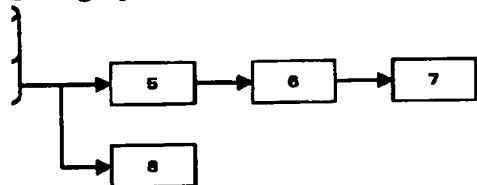
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AWINGS

awing 1]



awing 2]

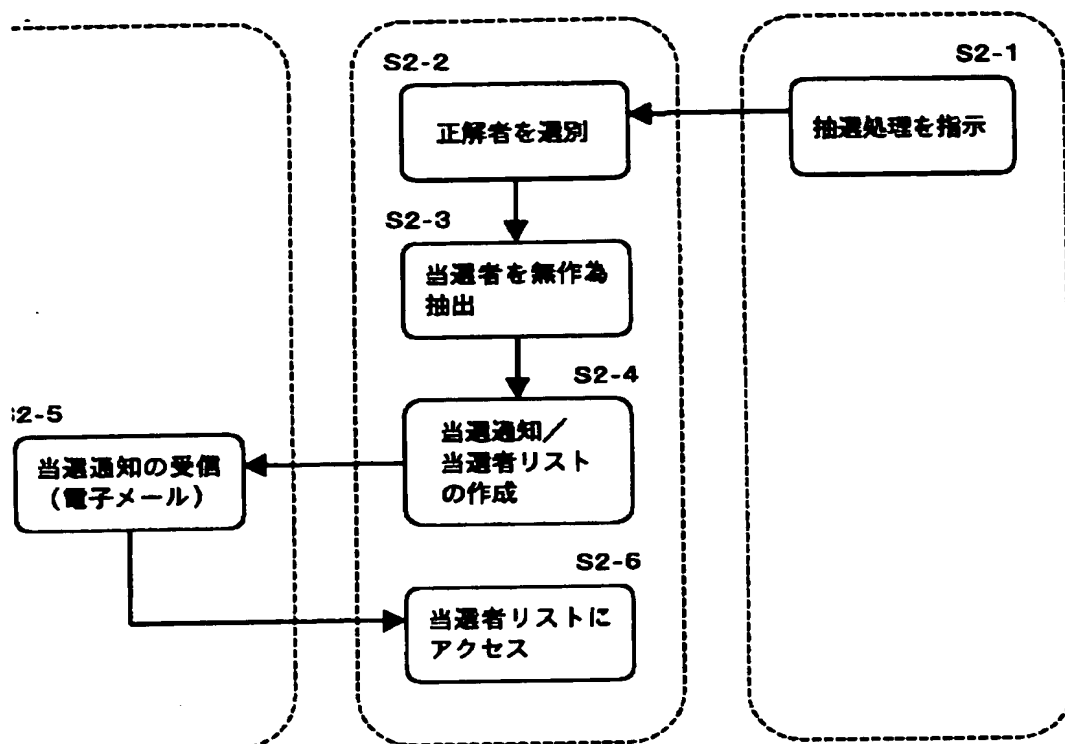


awing 4]

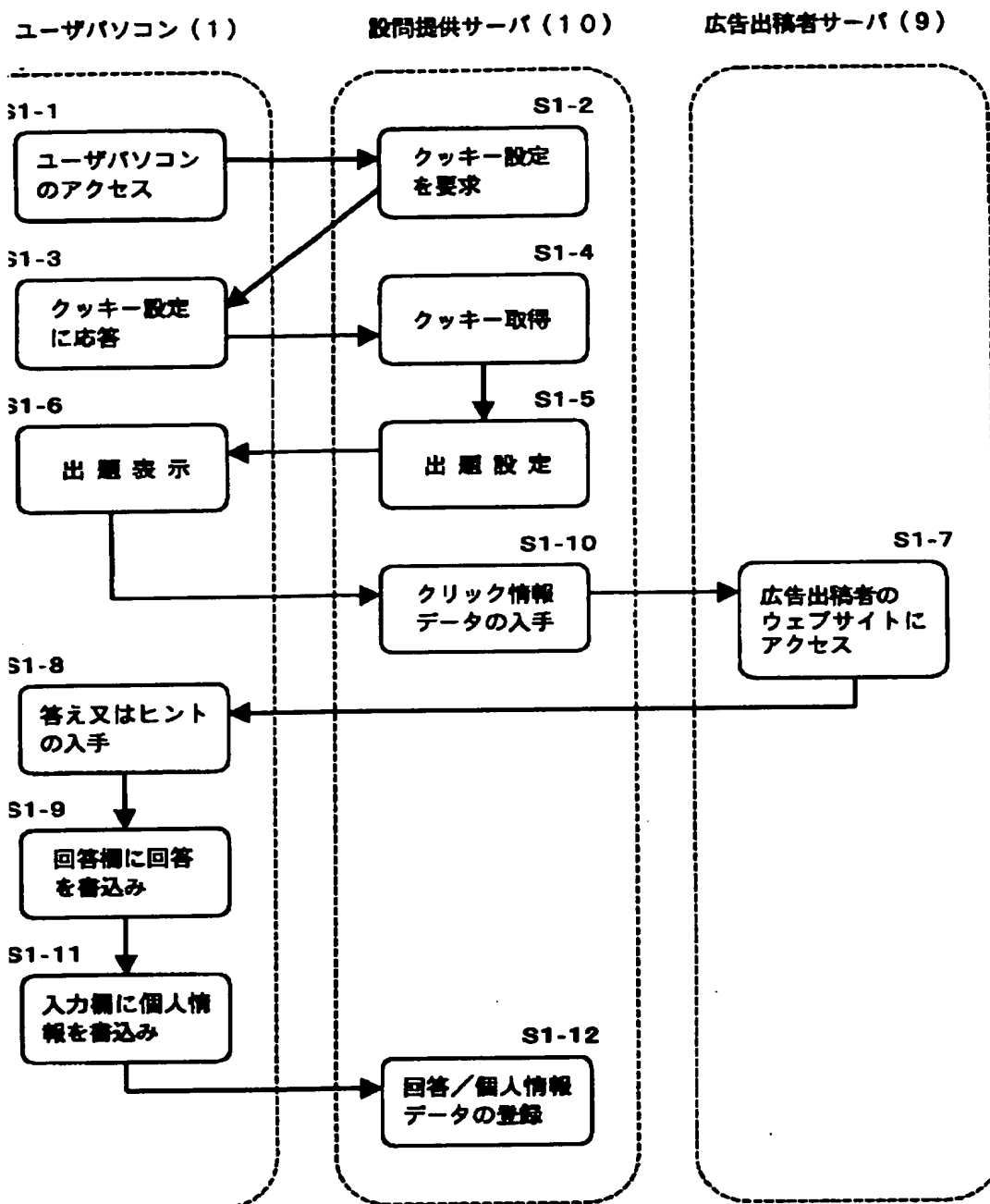
ユーザパソコン (1)

設問提供サーバ (10)

ウェブ管理者 (10a)



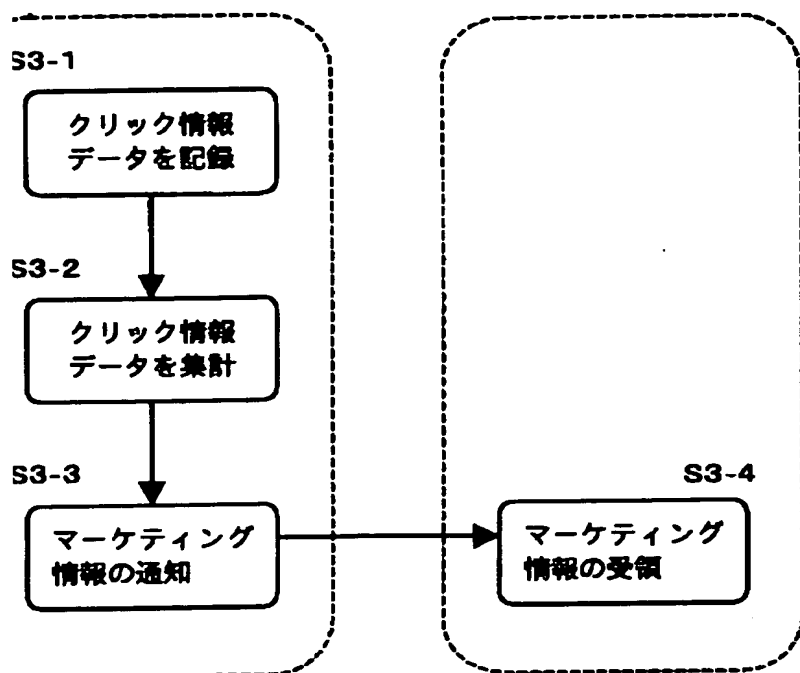
awing.3]



rawing 5]

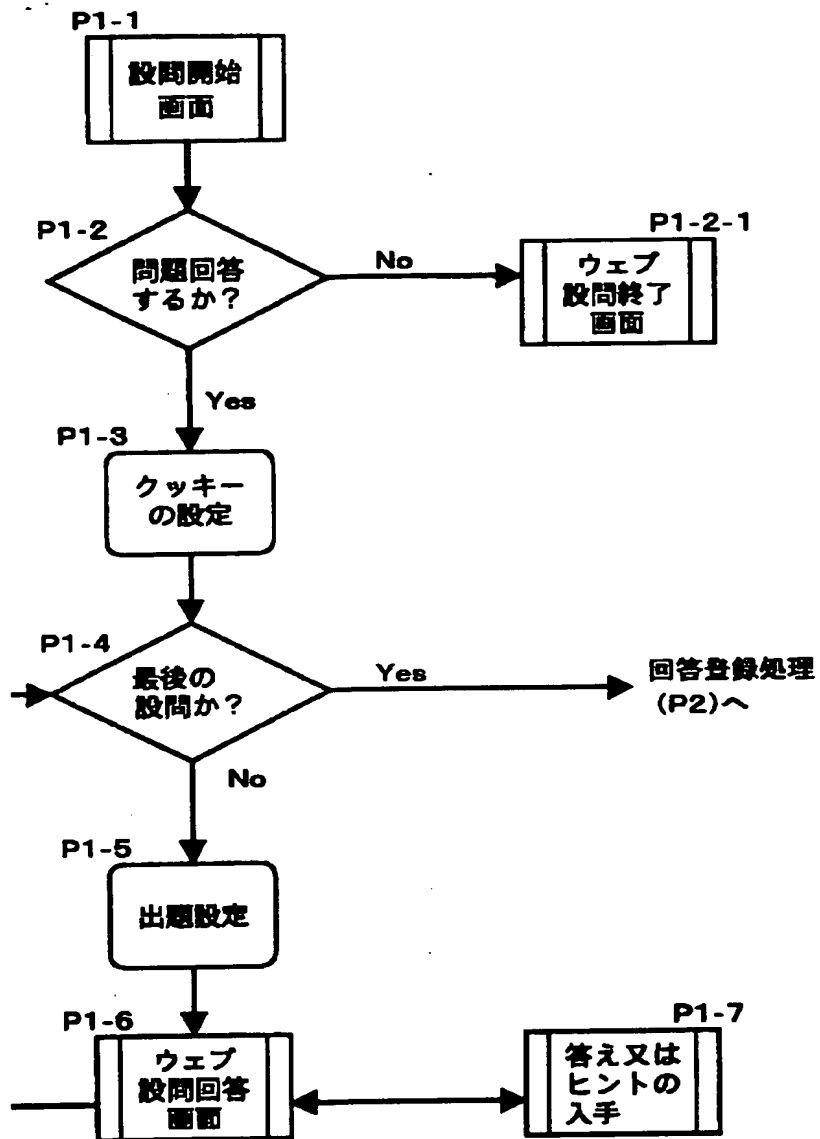
設問提供サーバ (10)

広告出稿者サーバ (9)



rawing 6]

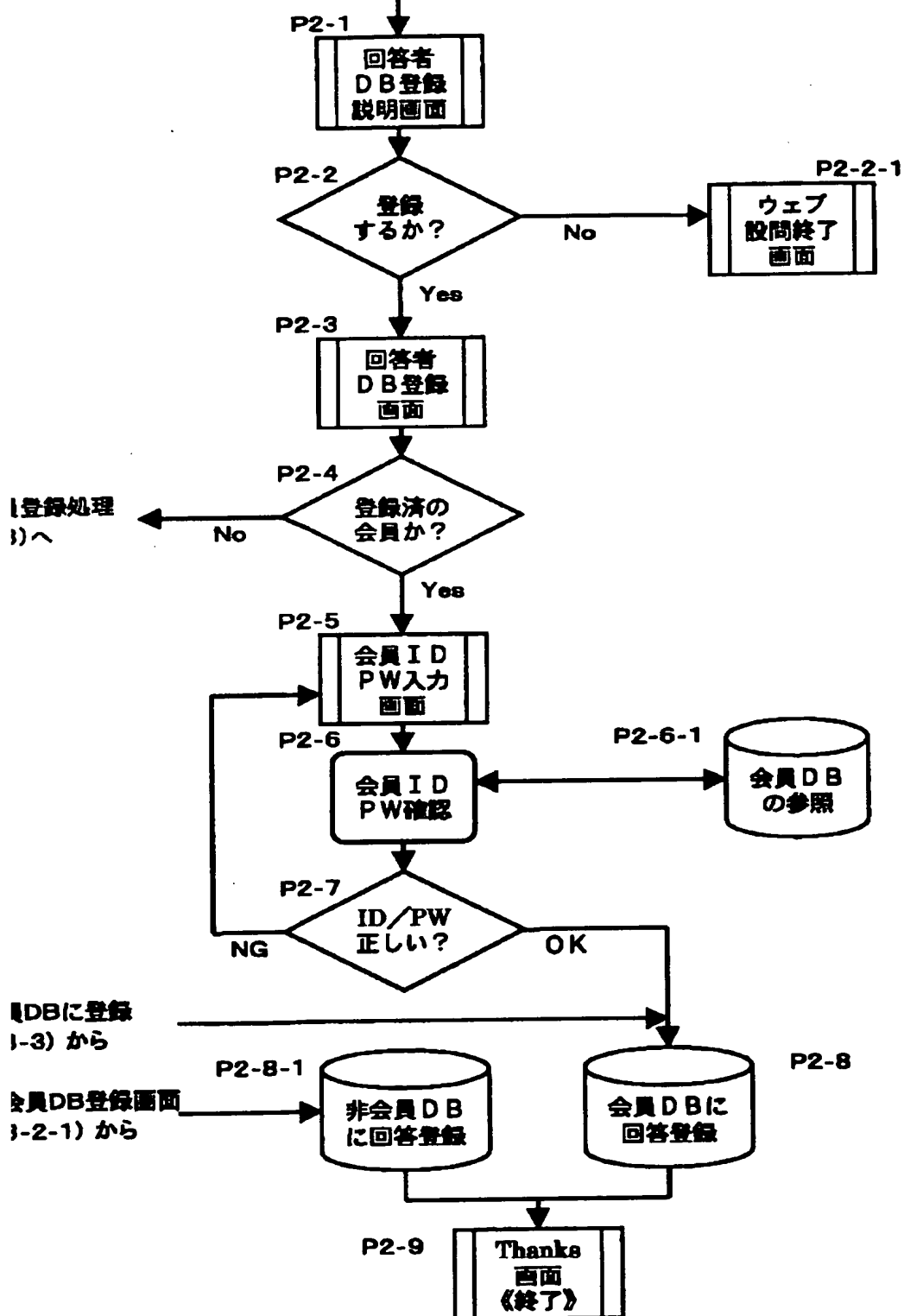
回答処理 (P1)



rawing 7]

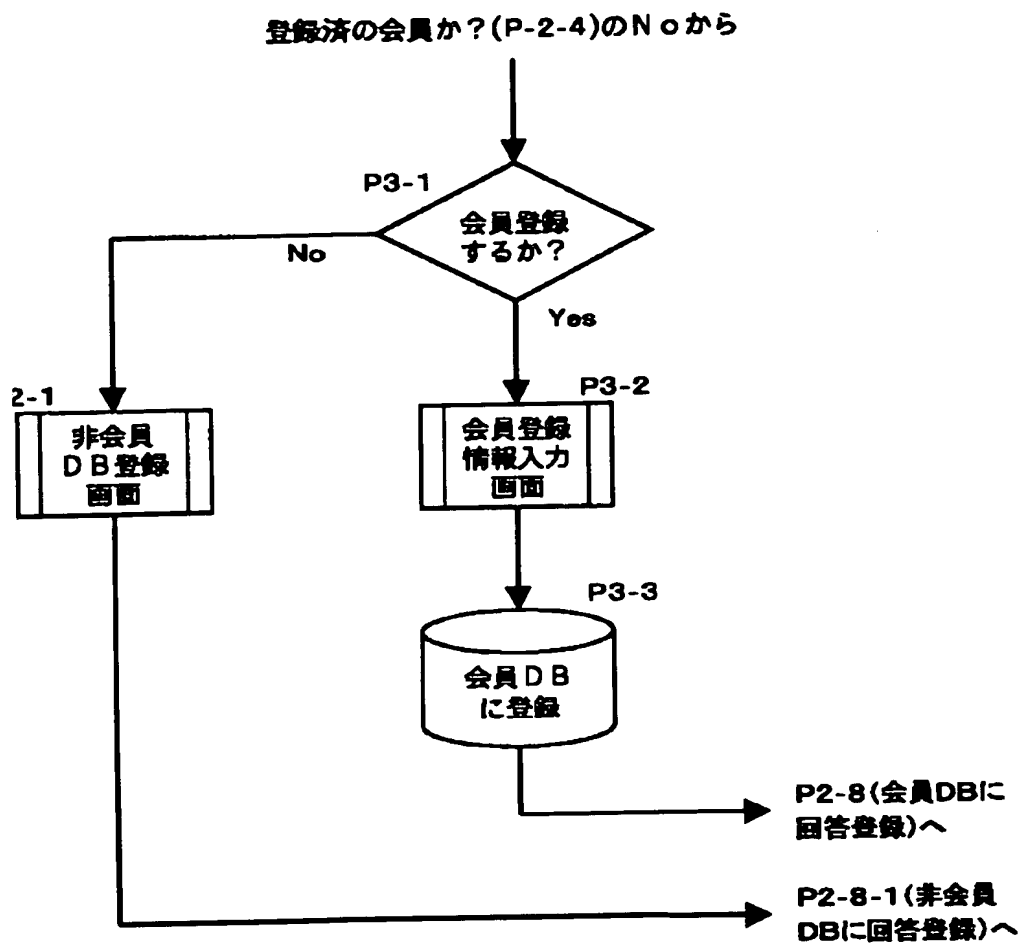
回答登録処理 (P 2)

最後の設問か？ (P-1-4)のYesから



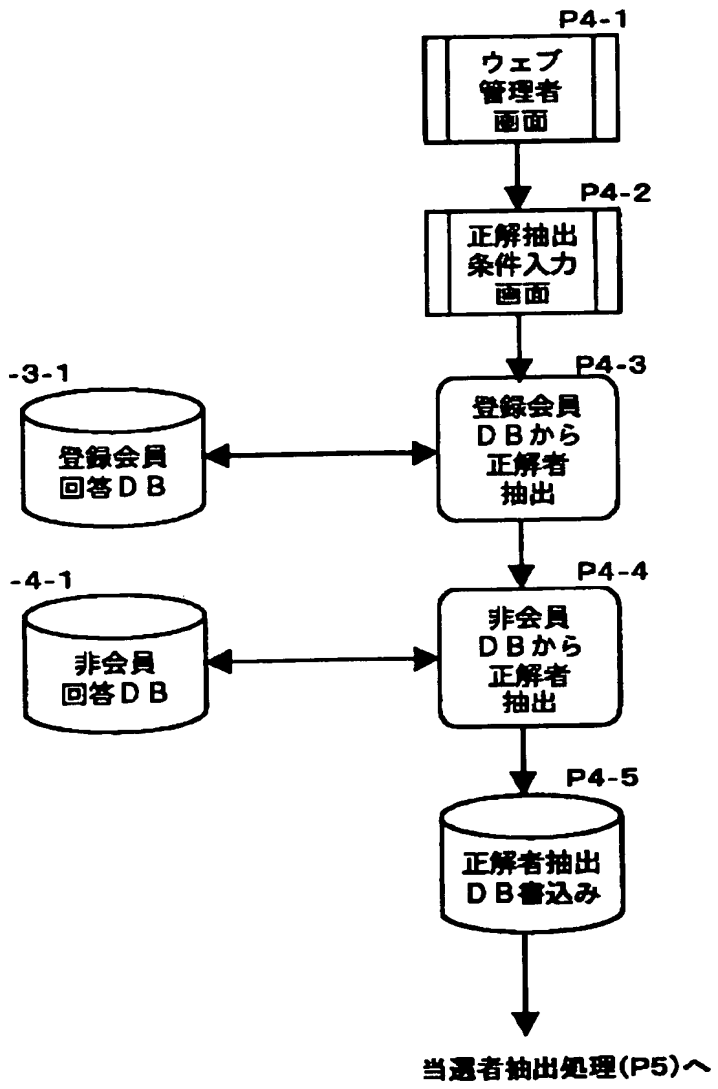
rawing 8]

会員登録処理 (P 3)



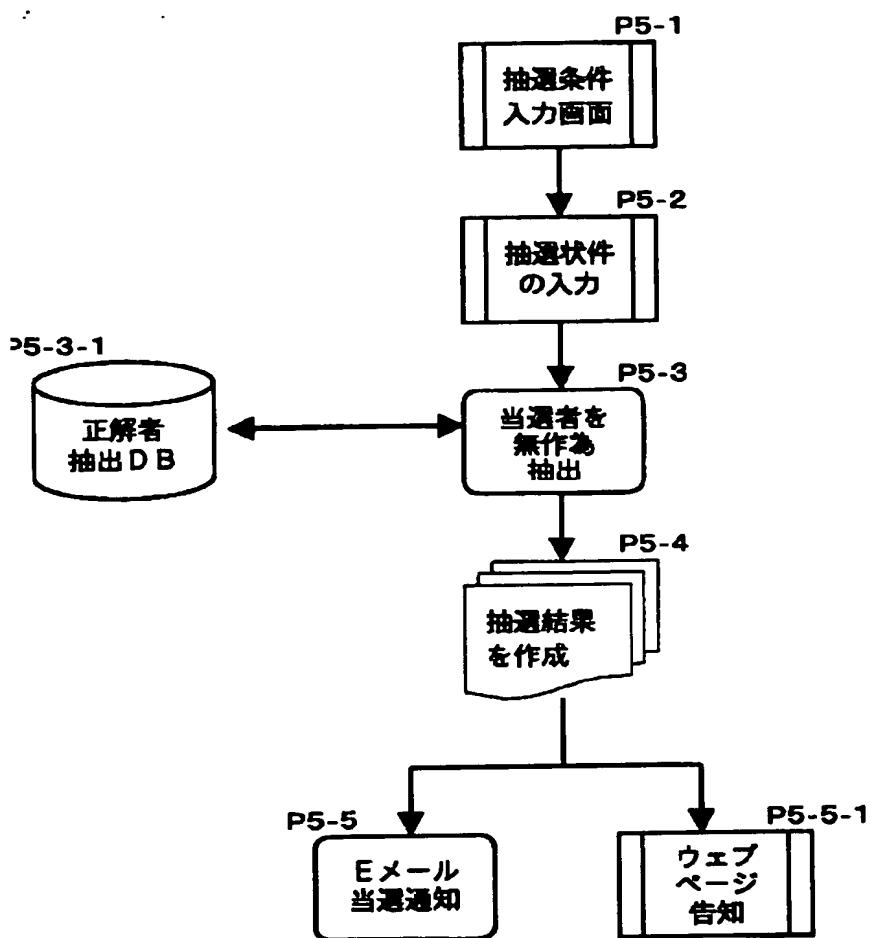
awing 9]

当選者抽出処理 (P 4)



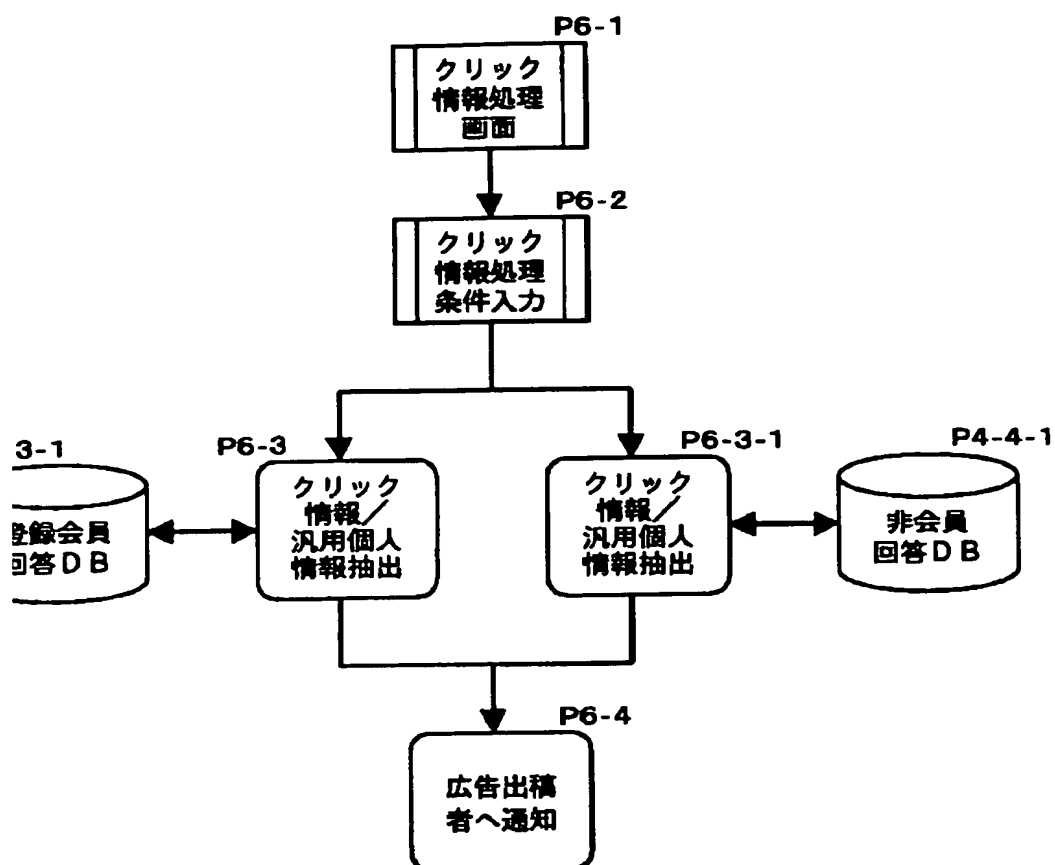
rawing 10]

当選者抽出処理 (P 5)



awing 11]

クリック情報処理 (P 6)



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